

Top Row—Left: The lads enjoyed the show. Centre: Len Andre. Right: Young Gary Peterson put on a fine show.  
Lower Row—Left: There was plenty for everyone. Right: O boy! Hot dogs and cokes.

## Company Entertains High School Curlers

On the evening of December 29, the Concert Hall of the Civic Auditorium was the scene of a top-flight variety show. The show was presented by Eaton's Mail Order for the almost 800 entrants in the Manitoba High School Bonspiel. With Len Andre as M.C., the cast, Richard Haldane, magician; young Gary Peterson, drummer, and Olive Holowchuck, accordionist, entertained the boys for over an hour.

Following the stage show, huge quantities of hot dogs and cokes were consumed by the young lads in the large hall of the Auditorium where George Fox, Grill Room Products, had set up his wares.

It is interesting to note that Larry Morison, who plays third on the winning rink from Gordon Bell High School, has worked in the Basement Fruits on Saturdays and holidays for the past three years. Contacts wishes the Walker rink from Gordon Bell the best of luck in its quest for the Dominion championship.



## Eaton's Santa Comes to Middlechurch for the 31st Time

A very enjoyable evening began on Tuesday, December 22, when a group of approximately 50 persons arrived at the Middlechurch Home via bus.

The program, in the capable hands of Master of Ceremonies T. P. McBryde, Staff Relations, began with the singing of "O Canada." After a lively sing-song, Mr. W. L. Palk, Store superintendent, conveyed the greetings of the Company to the "boys and girls" of Middlechurch. Lionel Donnelly, son of Charles Donnelly, of the Men's Headware, favoured the group with two cornet solos. Roy Firth, Jewellery Department, rendered two vocal solos.

Many a sparkle could be seen in the eyes of the residents as the pipers entered to entertain as only pipers can. The Highland Group consisted of Isobel Wood, Nancy Brooks, Ruth Brooks, Beverley Giles, Pat Giles and Eileen Owler. A clever display of sword dancing by Isobel and Nancy was followed by the favourite Scottish airs. The Giles girls, by the way, are daughters of Tommy Giles, head of the Receiving Room staff.

An old favourite, Bert Elson, entertained with favourite selections on the xylophone. Befitting the occasion was the presence of Mr. and Mrs. B. C. Scrivener. Mr. Scrivener conveyed his wishes for the coming year on behalf of the Board. Greetings from Mr. John R. Scott, retired supervisor of the Store Garage, received by wire from St. Petersburg, Florida, were read by Mr. McBryde.

The tinkle of jingle bells was heard and Santa Claus, W. E. C. "Bill" Hurlburt, arrived once more to present the gifts and good cheer to this beloved group. Santa was ably assisted by clowns Eileen Martin and Gordon Swan. Last, but not least, the Warehouse orchestra, under the leadership of Mr. A. McDonald, and the excellent accompanist, Vic Taylor, Women's Hosiery, and Jim Carter, Men's Furnishings Department, on bass fiddle, rounded out a most happy evening.

Mrs. Alexander came forward and thanked all who in any way helped to bring such joy and pleasure to the residents under their care. Mr. McBryde thanked the boys and girls of Eaton's who helped to make this such an enjoyable evening, and on behalf of all Eaton employees, wished the boys and girls of Middlechurch the best of health and happiness in 1954. Refreshments served in the dining-room brought a pleasant ending to the annual Christmas party at the Middlechurch Home.



## **"Christmas Tree, O Christmas Tree"**

### **Caretaking and Receiving Staffs Entertain Their Children**

On Wednesday, December 16, Santa Claus made a special visit to Winnipeg. He arrived at the Scott Memorial Hall on Princess Street about 8:30 p.m. with his pack full of presents for all 150 kiddies of the Caretaking and Receiving staff. This was the genuine Santa, even the children knew that, for hadn't nearly all of them seen him in the weeks before, enthroned in Eaton's Toyland? The gifts took a long time to distribute because Santa had to make sure that everyone present got the right gift and, of course, he wanted to say a few words to every little boy and girl.

Santa's arrival was the climax of an evening of fun planned especially for the children by Alex McDonald, Alex Patterson, Bill Sorbey, Tom McKenzie, Bill Meir and Tommy Giles. The evening started with Christmas carols with Vic Taylor (Gloves and Hosiery) at the piano. Here, too, the little ones were the stars of the show, and the singing of Jingle Bells by an impromptu choir of children six years old and younger, brought smiles to everyone's face. Especially endearing was the little trouper in the front row who kept wanting to sing it over and over again.

Next came a Punch and Judy show that kept everyone wide-eyed and open-mouthed until the final curtain. Then movies! And as they watched the pictures of Toronto's Santa Claus Parade, the tension grew, for everyone knew that Santa Claus would soon arrive. And what a welcome he received.

After Santa's pleasant mission was finished, refreshments were served. By 10 p.m. the hall was empty and soon:

"... The children were nestled all snug in their beds  
While visions of sugar-plums danced in their heads..."



## *Fortieth Anniversary*

### **MR. A. E JONES**

The youthful appearance of this popular member of the M.O. Dress Goods, Eric Jones, belies his 40 years with the Company which he celebrated on December 11.

Mr. P. H. Longstaffe, head of department, presented him with a lovely Viking clock radio on behalf of the staff. Many friends throughout the Store and Mail Order dropped in to offer congratulations through the day, and Eric was recipient of many lovely personal gifts.

On the evening of December 10, Mr. and Mrs. Jones were guests of honour at a dinner party held at the Paddock. Mr. Jones was presented with a Parker "51" pen and pencil set by Mr. P. H. Longstaffe.

Born in North London, England, Mr. Eric Jones started work in the Mail Order Draperies, later transferring to the M.O. Dress Goods. In the first World War he served overseas with the 10th Field Ambulance.



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## *Thirty-Fifth Anniversaries*



Mr. N. B. Buckboro



Mr. W. Bell

### **MR. N. B. BUCKBORO**

On January 6 friends and fellow employees gathered at Lloyd Waddell's home to honour Mr. N. B. Buckboro on his 35th anniversary with Eaton's. Mr. Hargreaves presented Mr. Buckboro with a silver tray in token of the good wishes and esteem of those present. That morning Mr. Hewish presented Mr. Buckboro with a radio from the staff of the Electrical Department where he has worked during all of his 35 years with Eaton's. Mrs. Buckboro, the former Ada Hughes, was also with the electricals prior to her marriage.

"Buck" is the father of three children, has three grandchildren. His many social interests include the Valour Road Legion, bowling, curling and golf.

### **MR. W. BELL**

Mr. W. Bell, head of department for M.O. Copying, was guest of honour at a staff dinner held at the Assiniboine Hotel, Thursday, December 17, when he was presented with an electric saw. The department presentations were an eight-day travel clock, a Val-a-Pak case, a sleeping bag, two rugs for his car. He also received numerous other gifts from members of his staff. These gifts were designed to increase (if possible) Mr. Bell's enjoyment of shooting, his main hobby, other than gardening.



Top Row—Left to Right: Gordon Graham, J. A. Spratt, A. E. Markes, I. C. Thomas. Lower Row: C. T. A. Morris, J. A. Erlindson, Clifford Sinclair, J. R. Wood.

## Welcome to the Eaton Quarter-Century Club

### MR. GORDON GRAHAM

At the West Kildonan Legion on Saturday night, January 16, the boys from the Alexander Avenue Warehouse Furniture Department held a smoker in honour of Mr. Gordon Graham who completed 25 years with the Company on January 14. On Thursday morning, January 14, Mr. Thomson, supervisor, presented Gordon with a travelling case as a token of the staff's congratulations and best wishes.

A cabinet maker, Gordon has worked in the Furniture Department his entire 25 years with the Company.

### MR. J. A. SPRATT

On December 10, 1953, Mr. J. A. Spratt celebrated 25 years with the Company, all of them in the Drug Department. In October the Drug Department held a combined social event at the St. Charles Hotel on which occasion several fall and winter anniversaries were celebrated. At this event Mr. Spratt was presented with a handsome Gladstone bag.

Mr. Spratt was born in Manitoba, served overseas in the first World War, and is very active in St. Margaret's Church where he is a member of the vestry.

### MR. A. E. MARKES

Mr. A. E. Markes' "25th" was celebrated January 2 at a social at the home of Mr. and Mrs. J. W. Moss. At this time the congratulations and best wishes of many friends and business associates were expressed by Mr. Hargreaves, merchandise manager, who made the presentation of a handsome suitcase.

Mr. Markes spent 20 of his 25 years in the Furniture Department which was well represented at this celebration. Away from work Mr. Markes is interested in the Guards' Association of Canada, and is an ardent gardener.

### MR. I. C. THOMAS

Thursday, December 24, the Ticket Writing Department was the scene of celebrations to mark the completion of 25 years' service with the Company by Mr. I. C. Thomas. In honour of the occasion, a poem was written by members of the City Ads staff and read to those assembled, and on their behalf, Mr. H. Carson presented Mr. Thomas with a lounge chair.

### MR. C. T. A. MORRIS

About 50 persons gathered at the Roseland, December 8, to congratulate Mr. C. T. A. Morris on his completion of 25 years of service with the Company. Previous to this, on his anniversary morning, December 5, a Gladstone bag was presented to Mr. Morris by Mr. Major, head of department.

Mr. Morris was born in Shrewsbury, Shropshire, England, and is married and has four daughters. During the second World War he served overseas with the R.C.A.F. His main leisure-time interests are golfing, gardening and square dancing.

### MR. J. A. ERLINDSON

A reception and dance in the Italian Legion Hall, December 20, 1953, honoured Mr. J. A. Erlindson on his 25th anniversary with the Company. Mr. Bowman, supervisor, on behalf of those present, conveyed congratulations and good wishes and presented Mr. Er-



# What Are You Reading These Days?



This is the time of the year when books come into their own. When the wintry winds blow we feel more like reading and we are not thinking just now of the kind of reading classified as "escape." Have you been hoping to find time to add to your business knowledge, to broaden your understanding of the work you do? The Employees' Library in the Staff Training Department has an assortment of books which will give you the information. Here are just a few suggestions.

Are you a salesperson? Read:

**How I Raised Myself from Failure to Success in Selling**—Bettger  
**Salesmanship Applied**—Ivey  
**Tested Sentences That Sell**—Wheeler  
**Store Salesmanship**—Brisco, Griffith, Robinson  
**Know Your Merchandise**—Wingate, Gillespie, Addison

Are you developing your abilities? Read:

**The Technique of Getting Things Done**—Laird and Laird  
**Improving Your Vocabulary**—Stratton  
**Public Speaking and Influencing Men in Business**—Carnegie  
**How to Read a Book**—Adler  
**Mathematics of Merchandising**—Egmore  
**Effective Business Writing**—Williams

Are you interested in the principles of merchandising? Read:

**Problems in Retailing**—McNair, Gragg, Teele  
**Retail Store Operation**—Nystrom  
**Next Steps Forward in Retailing**—Filene  
**The Buyer's Manual**—National Retail Dry Goods Association

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## Welcome to the Eaton Quarter-Century Club

(Continued from Page Six)

lindson with a torchere lamp. Mrs. Erlindson received the traditional box of chocolates.

During his free time Mr. Erlindson is an ardent curler and one of the Blue Bombers' most enthusiastic supporters.

### MR. CLIFFORD SINCLAIR

Mr. Thomson, group manager, presented Clifford Sinclair, Budget Plan, with a lovely mirror from the department on January 2, the day of his 25th anniversary with the Company. On December 30 a group of co-workers surprised "Sinc" at his home. They presented him with a camera case. Mrs. Sinclair received flowers from the gang and it was indeed a pleasant afternoon.

A dinner and dance was held January 6 at the St. Charles. Mr. Freeman gave the highlights of Mr. Sinclair's career and also presented him with many other gifts. Mr. Ted McDonald made an excellent and very humorous M.C. Entertainment was provided by Bob Byron. Everyone agreed it had been a wonderful evening.

### MR. J. R. WOOD

December 31 marked the 25th anniversary of Mr. J. Wood, Travel Department of the General Office. He was the recipient of a bag-boy and travel bag from his friends and

associates in the General Office, presented on their behalf by Mr. R. B. T. Whitbread who stressed the very efficient way in which Mr. Wood handled his work.

Mr. Wood is widely known throughout the city due to his outstanding athletic ability in many branches of sport—baseball, soft ball, bowling and golf.

The lady travellers also presented him with a wallet as a token of their appreciation for his excellent assistance so frequently and kindly given them.

### MR. J. A. FERGUSON

(No Picture)

Mr. J. A. Ferguson, supervisor, Lingerie Department, was in the east on his 25th anniversary day, December 6, so festivities were withheld until his return to the city. Friday, December 11, a dinner was held at the St. Regis Hotel by the department when Mr. R. A. King made the presentation of a caddy cart and golf bag. Mrs. Ferguson received a bouquet of roses from Mrs. J. Knowles. Numerous letters and telegrams were received from his friends and business associates.

A sing-song, with Mrs. O'Brian at the piano, brought to a close a very enjoyable evening.



Top Row—Left to Right; J. Mobberley, W. A. Wright, T. Donaldson, Miss A. Rolland. Lower Row: A. Buzza, A. E. Markes, Mrs. H. McPherson.

## ***So Long, Old-Timers!***

### **MR. J. MOBBERLEY and MR. T. DONALDSON**

Messrs. J. Mobberley and T. Donaldson, M.O. Packing, were joint guests of honour on the occasion of their retirements from service with the Company, at a smoker held by their fellow workers at the home of Mr. McRea, January 15.

The following morning, Saturday, January 16, presentations were made by Mr. B. Galbreath on behalf of their fellow employees. Mr. Mobberley received a sandwich grill and electric egg poacher, and Mr. Donaldson a silver tray, together with good wishes for many years of health and happiness.

### **MR. WILLIAM A. WRIGHT**

Monday, December 14, the Hardware Department held a farewell party at the St. Vital Hotel in honour of Mr. Bill Wright, of the Lumber Section, who retired on December 19 after 37 years with the Company. Mr. W. L. Cable, supervisor, presented Mr. Wright with an electric planer and Mrs. Wright with a bouquet of roses. Best wishes for your good health and happiness, Bill.

### **MISS A. ROLLAND**

At a supper at the Homestead, January 15, Miss A. Rolland was honoured by the girls in the M.O. Infants' Goods Department. Saturday morning, January 16, Mr. R. Eaton, head of department, presented her with a mantel radio and a purse, and wished her many years of health and happiness. Miss Rolland, who spent most of her 29 years working in the Shirt Factory, was transferred to Department 10 last September.

### **MR. ALBERT BUZZA**

On Thursday, December 24, Mr. Albert Buzza, of the Tailor Shop, retired from service with the Company. On that morning in Department 229 (Men's Clothing), the occasion was observed by the presentation of a Gladstone bag to Mr. Buzza. Mr. Paterson, supervisor, in making the presentation, expressed the good wishes and hopes of those present for Mr. Buzza's continuing health and happiness.

(Continued on Page Eleven)



## A black and white photograph of a man in a suit, smiling and looking down at a book or document he is holding. The man has short, dark hair and is wearing a dark suit jacket over a light-colored shirt and a dark tie. He is holding a book or document with both hands, and his gaze is directed towards it. The background is slightly out of focus, showing what appears to be a bookshelf or a wall with some papers.

Born in Haslemere, Surrey, England, he came to Canada, arriving in Brandon, January, 1926. He joined the Company in 1928.

The morning of the eventful day Horace was welcomed by Mr. M. Allister, Store manager, and presented with a watch, the Company gift, together with his quarter-century certificate. A gift of money from the Store staff was also received. In his department, Horace

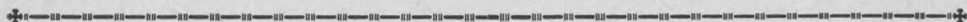
That evening about 28 of the male staff surprised Horace by going to his home and having a bang-up stag. A purse of money was presented to the honoured guest by those present. Horace has one daughter, Barbara.



Voted the "best yet," the annual Christmas party for Brandon Eatonians was held in the main dining-room of the Prince Edward Hotel, Tuesday evening, when over 200 employees and friends gathered to celebrate. The dining-room, attractively decorated for the occasion, had the traditional Christmas tree to which each employee had brought a gift, adding the true Christmas spirit to the gathering. These gifts were delivered before Christmas to various Homes for Children and older citizens in the city.

Mr. W. H. Martin acted as chairman for the evening, and Christmas greetings were voiced by Mr. W. McAllister, Store manager. On behalf of the staff, Mr. Rod Rogers thanked Mr. McAllister for the gracious gesture by the Company in providing this complimentary banquet and dance for the staff each year.

Several well known carols were sung, led by Mr. Rogers and accompanied on the piano by Mr. J. Hannay. The remainder of the evening was spent in dancing.



By Veronica Walsh

Now that Christmas, New Year's and stock-taking are over, the Eaton Lady Curlers have started playing in earnest. Spectators are welcome at the Eaton Rink, Mayfair Avenue, every Monday, Wednesday and Friday nights from 6 to 8 p.m., and we guarantee they will see some fine curling.

The club is planning to enter three rinks, and a possible fourth, in the Manitoba Ladies' Bonspiel. Personnel of three of the rinks are: Mary Phillips, skip; Jean Kerr, third; Sig Breckman, second; Ethel Smith, lead.

Veronica Walsh, skip; Betty Vallaey, third; Florence Goldie, second; Kay Shores, lead.

Mrs. Jamieson, skip; Madeline Doyle, third; Ruby Fraser, second; Mary Thompson, lead.

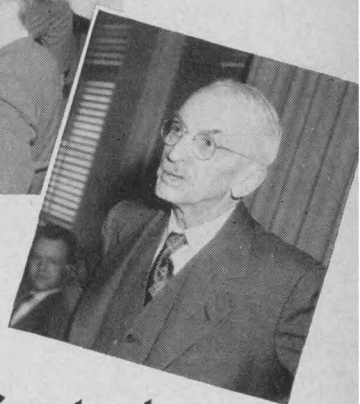
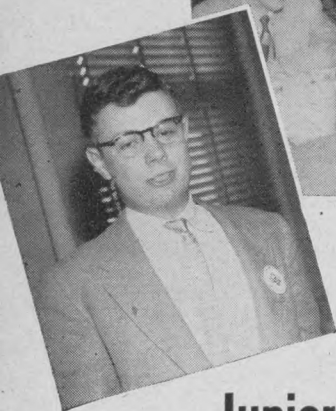
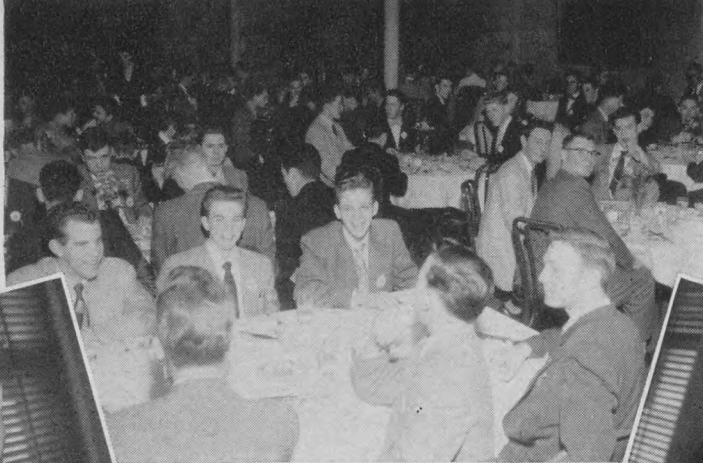
By Walter McDonald

Our hockey season got off to quite a slow start this year due to the late fall, but we are in full swing now, every Friday night at the Olympic Rink. The first game starts at 8 p.m. with the second following at 9:30 p.m. How about some of you stalwart hockey fans coming down some night to show some support to the fellows you know on the teams.

So far, the teams have played three games each, with last year's champions, the Vikings, still undefeated, followed by the Rockets, Gremlins and Red Wings in that order.

The big three in the scoring parade are Les Cull, Rockets, with 5 goals; George Glazier, Vikings, 4 goals and 1 assist; Ray Briscoe, Gremlins, with 4 goals.

That's all to report for now, but will have more of the all-important statistics for you next month. Let's see quite a few of you out for the rest of the games on our schedule!



Top—The junior legislators enjoy their meal.

Left—Tom Ford thanks the Company.

Right—Major N. J. Black, the Lieutenant-Governor.

## Junior "Solons" Company Guests at Lieutenant-Governor's Luncheon

Well over 100 members of the Thirty-Second Tuxis and Older Boys' Parliament of Manitoba and Northwestern Ontario were guests of the Company at the traditional Lieutenant-Governor's Luncheon held in the Assembly Hall on Tuesday, December 29. Mr. Bruce Sutherland, the chairman, conveyed the good wishes of the Company to the guests, and stated how interested we all are in anything that develops good Canadianism among youth. Expressing the hope that their deliberations would be fruitful, he welcomed them most heartily to this traditional luncheon..

Major N. J. Black, the Lieutenant-Governor of the Parliament, active in boys' work for over 50 years, gave an interesting and inspiring address to the delegates. Using the Golden Boy as his symbol, he pointed out how necessary it was for every young man to have a vision . . . to strive to the attainment of the vision, with an ever-upward look. The future of Canada is in the hands of youth, he stressed, and at no time in history had they had greater opportunity to be of service.

Head Table guests included: Allan Gardiner, chairman of the Parliamentary Committee; Reverend Stanley Searle, Mr. W. L. Palk, Mr. Mearon, father of the Premier; Major N. J. Black, Lieutenant-Governor of the Parliament; Mr. Bruce Sutherland, Mr. Vic Mearon, Premier; Reverend Ted Leighfield, Mr. Dave Holman, Speaker; Mr. J. E. M. Edwards, Permanent Councillor; Mr. W. H. Skinner, Leadership Training Convenor.

Unique and enjoyable entertainment was provided by Bob Byron, of the CBC. Grace was said by Rev. Ted Leighfield, and Tom Ford thanked the Company for their hospitality. It was with a feeling of pride that we looked over the attentive audience, every one of whom had the potentiality of giving fine leadership to his own church group.

## EATON THEATRE GUILD

The Eaton Theatre Guild will present an "Invitation Night" in Trinity Hall on Thursday, February 4, at 8:15 p.m. The main program will consist of two one-act plays acted and directed by club members under the supervision of Mr. Michael Blurton. A limited number of tickets are available from club members.

Try-outs and casting for the major production, to be presented in the Playhouse Theatre early in April, will commence about February 7. Watch the Time Office notice boards for further announcements.





## Jewellery Department's Eighth Christmas Party

The Albany Room of the Assiniboine Hotel was the setting for the Jewellery Department's eighth annual Christmas party. And all comments indicate that this year's party (the largest ever held) was the most successful one to date. For the first time, the staffs of the Watch and Jewellery Repair Work-room and Department 15, M.O., took part in the festivities. This addition contributed much to the success of the gathering.

The spacious Albany Room and its festive settings was used to full advantage as the crowd of over 100 danced the many fox trots, waltzes, polkas and schottishes. Carols were sung with Vic Taylor (201) at the piano, and Roy Firth sang the "Lord's Prayer" in a very beautiful solo. However, heading the evening's entertainment was that Eaton favourite, Len Andre. Len, who kept everyone laughing, topped his act with his impersonation of old "Umbriago" himself, Jimmy Durante.

Mr. Alex Cranston, supervisor, took the opportunity of the party to express to the staff his appreciation and thanks for their good work and co-operation throughout the past year. He welcomed the many guests and hoped that all would enjoy themselves.

The evening wound up with the serving of Alex Scalina's celebrated buffet lunch. The committee who arranged the party and to whom a great deal of credit for its success is due, consisted of Miss Ruth Evans, Mr. Don Wilson, Mr. Dunnie Dewar and Mr. Ollie Olafson.

## So Long, Old-Timers! (Continued from Page Eight)

### MR. A. E. MARKES

Saturday evening, January 16, at the Airport Hotel, a supper and dance was held honouring Mr. A. E. Markes on the occasion of his retirement. Members of the Contract Sales office staff, the Furniture Department and representatives of several other departments in the Store were present. Mrs. Markes was presented with a dozen roses by Emily Nicholson, and Mr. C. M. Livingstone presented Mr. Markes with two pieces of luggage to match the suitcase presented to him on his 25th anniversary.

### MRS. H. MCPHERSON

The women members of 1100G staff gathered at Moore's on the evening of January 15 to honour Mrs. H. McPherson on the eve of her retirement from the Company. The following morning Mr. Laing, supervisor, presented her with a travelling clock and a wallet containing a sum of money. We wish Mrs. McPherson many happy, healthful years at the coast where she plans to go to live with her married son.



# THANK YOU,

The reception and dinner held in the Company on January 4th, honoured and served as a wonderful evening.

During the dinner, presided over by Mr. K. A. Smith, president of the Assistants' Association, the ebullient Jimmy Quinn led the gang in song with Harold Price at the piano and Marsh Phimister and his boys providing accompaniment. A recent addition to Marsh's aggregation, Aubrey Tadman, set the ladies sighing with his songs and, of course, Mr. Phimister himself added the humorous touch to the after-dinner entertainment.

Mr. Smith expressed his thanks and extended the appreciation of the Assistants' Association for the sponsors' co-operation. Mr. A. R. Tucker, general manager, had this to say about the sponsors in a letter to Mr. Smith: "... To you who have acted as sponsors during the past busy pre-Christmas and Christmas season, and who are now gathered together at this recognition dinner tendered by our Company, goes the grateful appreciation not only of myself and those associated with me in the Executive Offices, but also of the supervisors and managers of the various departments.

"Each of you has played an important role in the continuance of the courtesy and service to customers for which our Company is noted, and in your assistance to the new members of your own department, have contributed to their becoming effective and useful employees.

"I am grateful to you for that co-operation. . . ."

Mr. Bruce Sutherland, Staff superintendent, attending his first sponsors' thank-you dinner, was "pleased to see the fun and co-operation between the Store and the Mail Order." He congratulated those pres-





# SPONSORS!

The Concert Hall of the Fort Garry Hotel served as a "thank you" to the Store and Company. Over 450 Eatonians enjoyed this

ent on "the wonderful job you have done," and was sure that it had been "a pleasant and profitable experience for everyone concerned; yourselves, the new help and the Company."

Mr. E. G. Rogers who also was a neophyte to the dinners, was under the impression at first that there would be only Mail Order sponsors present. However, with the Store representatives present that made "just twice as many lovely young women and intelligent young men." The late fall bunched the Mail Order business more than usual this year and as a result, when December came, a large number of inexperienced people had to be taken on. It was then that the sponsors really demonstrated their value.

"Competition and modern methods will make changes in our business, but the customer will still remain the one indispensable part of our business. Therefore, the fullest co-operation and enthusiasm is required from all."

The sponsor can help make every employee, new or old, more conscious of his importance to the organization and help to instil into them the spirit of the quotation with which Mr. Rogers closed his remarks: "Whatsoever thy hand findeth to do, do with all thy might."

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## Description of Pictures

Top Row—Left to right: Harold Price at the keyboard, Mr. E. G. Rogers, Mr. Bruce Sutherland, Jimmy Quinn leads the sing-song while Marsh Phimister and his boys provide the music.

Centre—Left: That sing-song was really fun! Right: Don't let your dinner get cold, ladies.

Lower Left: There were about 500 in attendance. Right: Another view of the crowd with the head table in the background.





Below—"Skip" Sutherland watches warily as first rock enters house.



Above—The group that took part in the opening ceremonies.

Below — Mr. W. J. McKeag delivers the first rock.



## Men Curlers Get "Roarin' Game" Underway for 1953-1954 Season

With the throwing of the first rock by Mr. W. J. McKeag down the ice to "Skip" Bruce Sutherland, a new season's curling got underway Monday, December 14, in the Eaton Curling Club building on Mayfair. A large attendance of members watched the proceedings.

The freshly painted interior adds greatly to the lighting of the building and makes it one of the most attractive rinks in town. And the newly installed heating system is a boon to both players and spectators alike!

### Novelty Mixed Bonspiel

Always a popular event with our curling fraternity, the Novelty Mixed Bonspiel will be held February 3. Entry is open to any employee, but each rink must have two ladies in its make-up. With attractive novelty prizes, the competition is keen, and it is expected that this year's contest will be the biggest and best yet!

### News of Interest

G. Gray's rink won the preliminaries in the British Consols playdowns. They now meet the Elmwood rink to determine who enters the British Consols competition. We wish them lots of luck! Rink members are: G. Gray, G. Glazier, D. Marino, A. McFadzean.

As this goes to press, McGee cup playdowns are in full swing.

#### Rink Standings to Date

Group A—S. Lentle, 7 wins, 2 losses; G. Gray, 7 wins, 2 losses; C. Ayres, 7 wins, 2 losses.

Group B—P. Milne, 5 wins, 4 losses; H. Caldwell, 5 wins, 4 losses.

### Take a Bow, Shopping Service!

"Just a short note of appreciation to Eaton's Shopping Service—they did the entire family purchasing for Christmas. Due to illness, I was unable to do any of my own or my father's shopping. What with 13 grandchildren, friends and relatives, the list was long.

"I found your staff courteous, interested and showing real ingenuity. My father and I came to the conclusion the Shopper did a better job than I would have done. Hoping Eaton's of Canada will have a prosperous 1954 — and they will if they render service of this calibre."

### And so Shines a Good Deed!

"I would like to say a special word of appreciation to the driver and helper of the furniture delivery van in our district. A few days before Christmas they picked up a parcel near the corner of Rutland and Ness which had evidently been lost off a mail truck. The parcel was addressed to me and contained Christmas presents for the children from their auntie in Penticton, B.C. Your driver and helper very kindly brought the parcel to our home. We appreciated very much their kindness and thoughtfulness."

### SWIMMING CLASSES FOR WOMEN EMPLOYEES

Classes under direction of the Canadian Red Cross Water Safety Division will be held at Sherbrook Pool, commencing in February. Watch Notice Boards for Further Details.

# Eaton's Mixed Five-Pin Bowling League

By NORM HENRY

Well here we are on the last stretch of bowling. By the time this goes to press some of you will be in the last series striving to do your best.

The following are the scores for the first series:

**Division One** — Team high scores are: Outlaws, 3,249; Roughriders, 3,241; Fixers, 3,160. Ladies' high scores are: Terry Kimak, 893 (303); Mary Matthews, 792 (298); Betty Greenwood, 706 (289). Men's high scores are: Ray Leveque, 780 (291); Lloyd Waddell, 773 (302); Sig Sigvaldason, 755 (297); Bill Stewart, 722 (305).

**Division Two** — There have been some good scores in this division: Rip Saws, 3,079; Scotties, 3,043; Drivers, 3,033. Ladies' scores are: Joan Mortimer, 699 (265); Edith Hull, 656 (246); Vici Legacy, 650 (278). Men's scores are as follows: Tom Scott, 720 (274); Elmer Craven, 708 (344); Stan Houston, 696 (278).

**Division Three**—Scores to date in this division are: Whirlwinds, 3,007; Vikings, 2,986; Eagles, 2,956. Ladies' scores have been very good: Ann Anderson, 718; Betty Stevenson, 718; Audrey Smith, 689 (301). Men's scores have been: Norm Hawkhead, 775; Ed Olien, 761; Cy Napier, 699; Bill Liver, 695.

**Division Four**—The Try-Hards are well up in this division so here's hoping they stay that way. The scores to date have been: No Blows, 3,030; Repeaters, 2,957; Meteors, 2,821. Ladies' scores are: Miss Young, 722 (257); Dorothy Martin, 694 (292); Ann McCafferty, 686 (309). Men's high scores have been: Ronn Nogg, 809 (313); Bill Southwood, 718 (273); Len La-sota, 701 (263).

In the foregoing divisions the scores are for four nights only. In the remaining divisions the scores will be for five nights.

**Division Five** — Well, the scores have been fairly good in this division; there seems to be hardly a week that one man does not take the high single from someone else. Team scores have been good: Buffalers, 2,902; Blazers, 2,766; Zippers, 2,725. Flo Osman has been pacing the ladies in high scores with 647 (238). Others are: Mary Freeman, 611 (244); Signi Johnson, 607 (260). Team high single in this division belongs to the Zippers, 1,157. Team high three belongs to the Buffalers with 3,166. Men's high single belongs to Roger Desrosiers with 376.

**Division Six**—To date team scores and individual scores in this division have been: Playrites, 2,911; Budgeteers, 2,845; Money Bags, 2,812. Ladies: Jean Benvie, 729 (323); Verna McKinnon, 715 (260). Men: Harold Brown, 719; John Bydak, 705; Ken Aikman, 699. Team high scores for three games have been: Playrites with 3,030. Ladies' high three goes to Verna McKinnon with 811.

**Division Seven**—Ladies' high scores in this division: E. Downes, 693 (266); J. Vermeulen, 620 (242); H. Nelson, 617 (279). Men's high scores in this division: J. Reid, 740 (267); Stan Olson, 723 (273); Basil McAlpine, 658 (249).

**Division Eight**—In the eighth division the scores have been very good: Minx, 2,852; Inkspots, 2,546; Penny Pinchers, 2,482. Ladies' high scores: Edna Fredrick, 767. Men's high scores are: Lyman Hollingsworth, 945; Dave Gray, 913. Men's high singles are: Lyman Hollingsworth, 402; Henry Kondre, 360; Andy Porvan, 344. Ladies' high singles are: Frances Wells, 308; Lil Bennet, 253; Dorothy Webber, 252. Team high score for single games: Minx, 1,099. Three-game high goes to the Minx with 3,137, and the Whispers who have 2,976.

## Why Worry About Hospital and Medical Bills?



Each month one out of every six people needs a doctor's care. That may mean you or one of your dependents. Are you prepared to pay for this care?

The Blue Cross offers a plan of insurance against hospital bills, and the Manitoba Medical Service, for a small sum each month, will protect you and your family against medical bills.



Applications for Hospital and Medical Service may be turned in to the Staff Relations Office during February.

# Dauphin Store Manager Joins Quarter-Century Club



Howard L. Heath, Branch Store manager at Eaton's, Dauphin, completed 25 years' continuous service with The T. Eaton Co. Limited, on Thursday, December 10. Mr. Heath was the guest of his department heads and assistants at an early breakfast prior to going to the Store where the group gathered in Mr. Heath's office which had been suitably decorated for his big day.

Mr. W. D. Fordyce, assistant Store manager, presented Mr. Heath with the Company's gift of a wrist watch and then read a letter received from Mr. J. D. Eaton, president, congratulating and welcoming Mr. Heath to the Quarter-Century Club, and advising him of the extra holiday extended to Club members.

Mr. W. H. Pearce, another Quarter-Century Club member of the Dauphin Branch, handed Mr. Heath the framed certificate of membership in the club. Miss L. Love, General Office department head, then presented to Mr. Heath a gift of a desk set on behalf of department heads and assistants. Representative congratulatory messages addressed to Mr. Heath were read by Mr. A. J. Johanneson and Mr. N. T. Houston.

Mr. Heath was guest of honour in the evening at a highly successful staff Christmas party which took the form of a dinner and dance. Miss Margaret Williams, of Department W1100, who was in Dauphin on business, was a guest of the staff and was introduced to the gathering.

At the conclusion of dinner, carol singing was very much enjoyed by all present; a further group of selected messages were read to Mr. Heath and included several from executive officials at Winnipeg and from former Dauphin staff members now associated with other branches of the Company. Mr. A. J. Johanneson presented Mr. Heath with a gift of fine furniture on behalf of those present, in a colourful ceremony.

In replying to the presentation, Mr. Heath expressed his thanks to all staff members for their support and extended to them best wishes for a truly joyous Christmas. Mrs. Heath graciously thanked the staff for the nice bouquet of roses received earlier on Mr. Heath's anniversary day. A peppy dance program concluded the evening's activities.

## RECENT APPOINTMENTS

### Winnipeg

Department W204 — Women's, Misses' and Children's Millinery, Self-Serve Millinery, Flowers, Decorative Flowers and Accessories;

MR. G. WALLACE, assistant.

Department W209—Women's Lingerie, Foundation Garments, Wash Frocks, Aprons, Uniforms, House Coats and Dressing Gowns;

MR. S. SCREATON, Signature.

Department W241 — Misses' Dresses — All Prices;

Department W341—Women's and Half-Size Dresses—All Prices;

Department W641 — Junior Misses' Dresses, Suits and Coats;

MR. A. R. W. CHALMERS, assistant.

Department W246 — Women's Sportswear — Blouses, Skirts, Sweaters;

MR. N. R. FRANKLIN, assistant.

Department W256 — All Coal and Wood Stoves, Electric Ranges, Ranges, Furnaces, Plumbing and Heating, Kitchen Cabinets, Kitchen Sinks, Wall Cabinet Units, Matched Units, etc., Power Grates and Air Conditioners;

MR. T. F. A. JAMES, head of department;

MR. T. M. MILROY, assistant.

Department W157—Staff Training;

MR. K. A. SMITH, head of department.

Department W232 — Boys' Clothing — Suits, Overcoats, Pants, Windbreakers, Parkas;

Department W528—Boys' Furnishings—Hats and Caps, Scout Equipment, Underwear, Shirts, Sweaters, Bathrobes, Pyjamas, Bathing Suits and Neckwear;

MR. S. HILL, supervisor;

MR. C. R. STAPLES, head of department.

Department W232 — Boys' Clothing — Suits, Overcoats, Pants, Windbreakers, Parkas;

MR. L. FERGUSON, assistant.

Department W100S—Sales and Expense Office (Expense Section);

MR. A. FINNBOGASON, assistant.

Department W111 — Winnipeg City, Mail Order, Expense and Factory Telephone Operations and Services;

MR. H. H. MCINTYRE, head of department.

### Edmonton

Department E272 — Carpets, Linoleum, Oilcloth, Tile and Oriental Rugs;

MR. A. J. DOBIE, head of department.

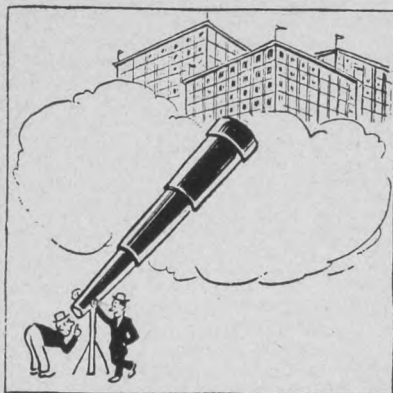
### Prince Albert

Department PNC244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Lingerie, Foundation Garments, House Coats, Infants', Children's and Teen-Age Wear, Furs and Western Fur Promotion;

MR. W. E. PRINGLE, head of department.



# WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

Foodateria—By Ruth Morris

Kay Dorge left December 12 to be married to Marcel St. Jean. Mr. A. Carr presented Kay with a Sunbeam Toastmaster and an electric kettle. From the Store, Kay was the recipient of a glass-top coffee table and an end table. At a shower held at the home of Ruby Janakas Kay received table lamps and a linen tablecloth.

Congratulations to Helen Black who received a lovely diamond from Ted Fraser over the Christmas holiday.

Valerie McDougall and Helen Coull have left us to take up housekeeping duties at home.

Glad to hear Sam McBeth is out of hospital and hope he will soon be back at work.

Sorry to hear about Mr. Cassie's accident and hope he is on the road to recovery. Also hope to see Joan Salan and Betty Spreen back with us soon after their recent illnesses.

Sorry to hear of Mr. "Robbie" Robson's illness and hope we'll see him back with us very soon.

Our deepest sympathy to Olga Holyk on the loss of her brother.

### Hosiery and Lingerie—By Angela Treger

We welcome back three members of our staff who have been away sick: Miss Edna Frederick, Miss Flo Spickett and Mr. Ray Morin.

Still on our sick list is Mrs. Barbara Fairbairn and Miss Doris Binns. Hope to see you back soon, girls!

### Sportswear and Millinery—By J. McIntosh

Congratulations to Miss Evelyn Hagberg of our office staff on receiving a beautiful diamond for the all-important finger. The lucky fellow is Fred Shushack, of Upsala, Ontario.

Miss Doreen Nemetchek left us last month to become the bride of Walter Bart. She received a chenille rug from the department.

### ELEVATOR UPS AND DOWNS

By Agnes Reese

Sorry to report that Frank Donald is a patient in Deer Lodge Hospital. Hope you will soon be well, Frank.

Welcome back to Yvette Meilleur who has been on the sick list for the past few months. Here is a wish for continued good health from all of us.

Girls leaving us recently were Beth Cowell, Martha Parker, Betty Verbrugge and Norma Clark. Good-bye and good luck, girls.

### MAIN FLOOR

Books and Stationery—By M. C.-Lawton

December 14 was a gala night for Departments 5, 205 and 1005 when they met together for their first Christmas party.

Good music and good fellowship prevailed while dancing, joining in the sing-song or chatting with fellow guests.

The highlight of the evening was the arrival of Santa Claus with suitable gifts for all. Ray Monteith was master of ceremonies and an able assistant to the jolly old man. Buffet supper was served and the party broke up with a hearty vote of thanks to the committee for their hard work in making this a very enjoyable affair.

Departures: Armande Carignan to her home in Saskatchewan; presented with a black leather handbag by Marie Kotch.—Pat Sowden to business college; her gift was a tartan umbrella and a brilliant lapel pin presented by Pat Boyce.—Marie Kotch to Chicago. Mr. E. Freeman made the presentation of costume jewellery and lingerie.

With the gifts go the best wishes of the department to the girls in their new ventures.

### Jewellery—By D. Dewar

Our congratulations and best wishes to Edna Radley, of our Flatware Section, who became the bride of Bill Williamson, December 29, at First Presbyterian Church. Edna will make her home in Vancouver. Good luck to both of you. A presentation of a table lighter was made by Mr. A. Cranston.

A hearty welcome to our new members—Mrs. Dorothy Hallett, Miss Doreen Timmons and Miss Evelyn Kelekis.

Mrs. Eileen Cowie, of our Cutlery Section, left us on January 12. A presentation was made by Mr. Cranston on behalf of the department. He thanked Eileen for her good work, genuine interest and friendly spirit during the time she has been with us. We all wish Eileen success in her new venture.

### Drugs—By C. O'Kelly

A beautiful diamond has appeared on the hand of Edith Addy, our Yardley demonstrator. We understand she is to marry Gordon Dyer some time in March. We wish the happy couple all the luck in the world.

Alice Morrison, who has demonstrated Tussy cosmetics, has left us to become Mrs. Patrick MacKinnon. We wish them much happiness.

We are glad to have Bert Ellis back with us. Bert has been under the care of the doctor for a while and has now been allowed to return to work. We hope his health will be much improved.

### Notions—By V. Gillespie

A Christmas party was held December 12 at the St. Vital Masonic Hall. Santa Claus was there, ably undertaken by Mr. W. E. C. Hurlburt, and a most enjoyable evening it was. Our thanks to Mr. Shaw and his helpers for making this party such a success.

Our sincere sympathy to Irene Weeden in the loss of her brother on January 2.

Congratulations to Doreen Hanson who received a diamond at Christmas. The lucky man—Boris Romanow.

We are glad to know that Kay Joyce and Isabel Miller have made speedy recoveries from their operations and hope to see them back at work in the near future.

Betty Rice has left us to take up full-time housekeeping duties and was presented with a steam iron. Also good luck to Louise Wahl who has left to take up nursing. She was presented with a combination manicure and sewing kit.

## SECOND FLOOR

### Parcel Inspectors and Route Markers

By D. Scarth and M. Campbell

On December 30 a group of hungry Eatonians found the coldest spot in America was Vasa Lund, famous for its smorgasbord. But smiles were warm and eyes sparkled as mountains of food were heaped on the table.

Our hearts were also warm as we said good-bye to one of our favourite Route Markers, Janet Reid. Five departments banded together to give her a rousing farewell. A flash camera and equipment were presented by Mr. W. F. Spenceley, and he thanked Jan on behalf of her many friends whom she had helped so generously whenever she was needed.

California's gain is our loss. Good luck, Jan, and please keep in touch with us.

Cupid seemed to have been Santa's first assistant this year: Verna Kull, of 147, received a beautiful diamond from Allan Hutchinson; Mary Fecho, of 147A, received a lovely ring from Johnny Ruta, and last but not least, Anne Shwetz, of 147A, also received a sparkler for her third finger left hand from Mitch Mosienko. Congratulations, kids, and best of luck!

### Service Bureau

We're proud of our new papa, Al McFadden, and he's just as proud of little Gregory David, born January 8.

### Fancy Goods—By Mabel Deacon

Our sympathy is extended to Mr. W. Boston in the recent loss of his father.

Miss Verna McKinnon was presented with a beautiful handbag prior to leaving November 26 for a new position.

Mr. Clarence Fry, of our Receiving Room, left November 27 to resume duties in his former department. Clarence was presented with a shirt from the staff.

Mrs. Frances Shaley entertained at her home, November 27, in honour of Mrs. Marion Horsfall whose marriage will take place December 12. Marion received a Lazy Susan from her associates.

Miss Margaret Vestrup celebrated her 30th anniversary Monday, November 30, and was the recipient of an overnight case from the department.

Mrs. Marion Horsfall became the bride of Mr. George K. Emery, December 12. Marion was presented with a bed throw prior to leaving the department.

Congratulations are extended to Mr. and Mrs. Leonard Bilton upon the arrival of their son, Robert John, at the Maternity Pavilion, December 2.

Miss Helen Peters received a beautiful diamond ring December 23, from Mr. Peter Radekopp. Pete is one of those genial farmers who plans to make his living from the "good earth." Helen and Peter plan to be married this spring.

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## THIRD FLOOR

### Hardware—By H. Smith

A presentation of a shirt was made to Mr. Alex McDonald who leaves the Hardware Warehouse to take up his new duties in the Stoves Warehouse. Best of luck, Alex.

We are glad to welcome back Mrs. Jean Kisil, Mrs. Martha Greig and Mrs. May Kennington who have all been away ill for some time.

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## FOURTH FLOOR

### Beauty Shops—By S. Proctor

On December 30 Lillian Spivak came to see us. Best of New Year's wishes, Lillian. Keep up the good work and it will not be long before you're with us once again.

January 9 Miss Boothe (Mrs. O. Lane) left us to be a full-time housewife. On behalf of the department Mr. Bessette presented Olive with a lovely toaster and table cloth. Best of luck to you, Olive.

Mrs. Murray (Ruth Kaatz) has left us, December 31, to be a full-time housewife. On behalf of the department Mr. Bessette presented Ruth with a bathroom scale. Our best wishes go out to you.

### Millinery—By Helen Weryho

Everyone is talking about the wonderful time they had at our Christmas party which was held at the Homestead, Tuesday, December 15. Thanks to Mrs. Helen Carter and Mrs. Maira Jones, convenors of the party, for making it such a success.

Our department has been grieved by the passing away of Miss Maude Eagan who retired from our staff in 1950 after a long and faithful association with the Women's Millinery. We shall all miss her and we express our deepest sympathy to her family.

The friends of Mrs. Frankie Wiltse in 204 Department presented her with a beautiful handbag as a memento on the eve of her retirement, January 16. We are looking forward to having Frankie back with us two months hence.

We are glad to welcome Mr. Gordon Wallace from the Women's Sportswear and are looking forward to meeting Mrs. Wallace and their new son, Freddy.

While the girls kept a stiff upper lip wishing Mr. Alf Chalmers good luck in his new field, it caused a great deal of nostalgia remembering the tall, thin boy in his navy uniform who started in the Millinery right after his discharge from the services. He became a signature in 1945 and an assistant in 1947. On behalf of Mr. Chalmers' friends in 204, Mr. F. O. L. Wicks, supervisor, presented him with a silver tray as a lasting memento of our pleasant relationships together, and all join in wishing him every success and best of luck in his new department, the Women's Dresses.

### Women's Lingerie

Farewell and good luck to Mrs. Wales who left us to make her future home with her husband in Niagara Falls. She was presented with a gift from the department.

Sorry to report Marge Peterson is away ill. Hope you're back with us again real soon.

Welcome back to Molly Yauck after her lengthy illness. We certainly missed your cheerful personality around our department, Molly. Keep up the good work.

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## FIFTH FLOOR

### Infants' Goods and Girls' Wear

By F. Kellett

Congratulations to Jean Kuchma who arrived with a sparkler after the holiday season. The lucky man is Peter Grouette.

We extend our sincere sympathy to Mr. Tom Webster and family in the sudden death of his brother.

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## SIXTH FLOOR

### Draperies—By Shirley Hetke

Congratulations to Mr. and Mrs. Ned Wingham on the birth of their daughter, Margaret Patricia (Peggy).

Pleased to report that Miss Daisy Zetterstrom is back again.

Congratulations to Mr. and Mrs. Terry Sheardowne on the birth of a daughter, Linda Lee, December 30.

Farewell to Dorothy Lyndsey who left our Economy Draperies to take up household duties. She was presented with a necklace and earrings from the girls.

Two new diamonds appeared in our Interior Decorating Department since our last report.

Audrey Van Slyck and Doreen Carr were the two lucky girls. Congratulations and best wishes to you both.

#### General Office—By Geneva Hayward

Mr. G. Boyd took an unusual way to start the New Year and was suddenly transported to hospital. We are glad to see you back again, looking so fit and well.

Our very best wishes for future happiness to Hazel Gerow who became Mrs. Robert Leishman, December 12. Mr. R. B. T. Whitbread presented her with an electric kettle and automatic toaster on behalf of the office and girls. This occasion had two overseers, Messrs. H. Steele and G. Bell, and both presents were guaranteed not to burn water or toast.

We are happy to have newcomer Beth Hendry with us.

#### Mr. E. Dolan Honoured by Staff Banquet

On the occasion of his recent transfer to the Toronto Merchandise Office, Mr. E. Dolan, supervisor of Boys' Clothing and Furnishings Departments, Store and Mail Order, was guest at a banquet given in his honour and also in honour of his charming wife.

The banquet was held in the Mezzanine Room in the Marlborough Hotel where the evening was spent with a sing-song, dancing, and refreshments.

Mr. F. Parker and Mr. S. Hill made a presentation to Mr. Dolan of a handsome flash camera as a souvenir from the many friends he leaves behind him. Mrs. Dolan received an orchid corsage.

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#### SEVENTH FLOOR

##### Stock Audit—By I. Morris

Congratulations to Mr. and Mrs. Ralph Carson on the birth of their son on December 7 at the General Hospital.

##### Radios—By F. McDowall

We are very sorry to report that Harold Cleves' wife is ill in the hospital. Also Mr. Percy King's wife.

Miss Alice Swanson, from the Basement Records, is sporting a beautiful diamond which she received at Christmas.

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#### EIGHTH FLOOR

##### City Advertising—By Ethel Pratt

Our best wishes to Kay Kondryshyn who received a lovely diamond last month.

Welcome to Joyce Bartlett, Ross Teel and Bob Black, new members in the department.

Best of luck to Alice Bonne who has left to bake pies and cakes for her husband, Bob.

So sorry to hear that Joan Parks is ill. We miss her and wish her a speedy recovery.

##### Budget Plan Department—By E. Tamplin

That little guy with the bow and arrow must be working overtime these days, with four of our girls, Thor Thorsteinson, Jenny Stanley, Marguerite Leathers and Selma Mackie all sporting beautiful diamonds. Congratulations, gals.

We were sorry to say good-bye to Jack Geddes. Jack, who is now with Department 184, received a pair of bedroom lamps from the department. Good luck and best wishes, Jack.

Welcome back to Marg McNabb who has been on the sick list.

Sorry to hear that Betty Davies is back in the hospital. Sure hope you will be feeling better soon, Betty.

#### Sales Audit and C.O.D. Office—By Pat Giles

Doreen Markus was married to Patrick Beel on January 14, at St. John the Baptist Anglican Church. Doreen's gift from the department was a canister set. A joint-hostess miscellaneous shower was held in her honour by Helen Kaban and Jean Jenkins at the latter's home.

Congratulations to Violet Nowe, Helen Holmes and Shirley Hagborg who have received lovely diamonds. The lucky fellows are Joseph Gledhill, Gary Abbott and Murray McLeod. Our best wishes are extended to you all.

We are pleased to see Shirley Middleton back after her recent illness.

Glad to report that Lorraine Lakoskie, Ruth Appler and Jean Jenkins are making steady progress following their appendectomy operations. Hope to see you all back soon.

#### Picture Framing Work-room—By J. Mahoney

Florence Eburne is up in the clouds these days, and why not? She's flashing a beautiful diamond after the Christmas holidays.

Congratulations, Florence. We are all happy for you.

#### Provision Order Board—By Anne Atkin

Mr. and Mrs. H. H. McIntyre entertained the Telephone Switchboard and Order Room staff in the afternoon and evening of November 15 at their residence, Ste. 1, 223 Thurso Street.

Presiding at the table were Mrs. W. L. Palk, Mrs. F. G. Muirhead, Miss I. Wilson, Mrs. M. Laurane, Mrs. M. Frederickson, Mrs. R. Dow and Mrs. M. Forzley, with others from the Telephone group assisting.

The girls were very happy to meet the charming hostess. An enjoyable afternoon and evening was had by all. Bouquets to a gracious lady and a toast to Mr. McIntyre (that's our boss).

Tuesday evening, December 8, a Christmas party was held at the home of Mrs. R. Dow. The guests were surprised and happy when a mysterious Santa Claus arrived (with a somewhat female aspect) who distributed the gifts to each guest. A grand time was enjoyed by all.

✦ ————— ✦

#### World's Leading Ballerina Guest of Book Department

Our book department was honoured Thursday, January 14, by the presence of Miss Alicia Markova, the world's leading ballerina, who autographed copies of "Alicia Markova, Her Life and Art" by Anton Dolin. Miss Markova met and chatted with many customers who were interested in receiving a signed copy of her biography.

✦ ————— ✦

#### THE CURLER'S DREAM

Mr. Eric Moore, Department 132, achieved the dream of all curlers when he made an eight-ender while curling recently at the St. Vital Curling Club. Eric will be glad to tell those curlers interested just how it's done!

✦ ————— ✦



# In The Mail Bag

## SECOND FLOOR

### M.O. Packing and Money Returns

By F. Spice

Our best wishes and congratulations were extended to Miss Sara Slusman on the occasion of her 30th anniversary with the Company on December 17.

We are sorry to report the illness of Miss Ruth Hopaluk in the hospital. We wish her a speedy recovery with best wishes from her associates at work.

Georgina Burton received a diamond ring before the Christmas season, while the following girls received theirs at Christmas-time: Miss Margaret Bayrack, 122C; Louise Vermette and Joan Aylen, 113 Department; Joan's was from Gordon Newsitzer of the same department; Helen Kuz, Hazel Butt and Norma Wiebe, of 122A; Helen Doerksen and Barbara Best, of 122B. Best of luck to these girls in the future from their associates at work.

On Saturday, January 16, Mr. Leonard Patterson retired after 35 years with the Company. He received a mirror from the department along with a lamp from the girls on the floor. Best of luck, good health and happiness in the future from your fellow associates.

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## FOURTH FLOOR

### M.O. Children's Shoes—By D. Clubb

December 23 Ann Kukura came to work all bubbling over. Reason—a lovely sparkler on that certain finger. The lucky fellow is Mr. Joe Leniuk. Congratulations to you both.

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## FIFTH FLOOR

### M.O. Draperies—By I. Eilmes

Farewells were extended to Mr. F. Cave when he left to join the staff of 270 Department. He was presented with a pen and pencil set as a parting gift.

We wish to express our deepest sympathy to Mr. E. Olien on the loss of his mother-in-law, Mrs. C. Coll. Also to Mrs. J. Friesen on the loss of her sister-in-law, Mrs. J. Unrau.

A department Christmas dinner was held at the Homestead on the 24th December. Turkey and all the trimmings were on the menu.

An extra sparkle was added to the department when Miss Phyllis Smith, beaming with happiness, came to work on the 24th of December with a lovely diamond. The lucky boy is Albert Cairns. Congratulations to both of you.

We are happy to have Mrs. Jean Lindsay back with us again after spending three months visiting in Scotland and London, England.

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## SIXTH FLOOR

### M.O. Dress Goods

On the evening of December 10, the staff of 33 Mail Order gathered at the Paddock to honour our genial Mr. Jones on his 40th anniversary with the Company. During an evening of games, skits and much laughter, Santa Claus (what a big nose you had, Santa) paid us a short visit, bringing us all gifts and good cheer.

Best wishes for a speedy recovery to Mrs. Teddy Reid and Ethel Sheldow who are still on the sick list. Hurry back, Teddy and Ethel. This month we welcome Miss Evelyn Foster and Mrs. Mary Walker back to work after their recent illnesses. It is good to have you with us again, Mary and Evelyn.

We extend our sincere sympathy to Miss Helen Kittle on the recent loss of her sister.

The staff of Department 33 held a farewell buffet supper party at the home of Mr. P. H. Longstaffe, 7 Colonial House, in honour of Mr. and Mrs. I. Kilpatrick.

Mr. Longstaffe, Mr. Odell, of Department 233, and members of the department paid fitting tribute to 'Pat's' capabilities in a job well done and wished him every success in his new position. Mr. Kilpatrick, our very popular assistant, left Winnipeg for Toronto on January 15, to take over his new duties as buyer for the Mail Order Piece Goods Departments.

Mr. and Mrs. Kilpatrick were presented with a lovely floor lamp as a farewell gift from their friends in the Mail Order Dress Goods.

### M.O. Linens and Bedding—By F. Rogers

The members of 36 Department join in wishing Beatrice Adamac a speedy recovery from her recent operation.

Congratulations to Mr. and Mrs. Alex Topp on the birth of a baby boy, Alexander Charles, on December 8.

We extend our deepest sympathy to Mrs. M. Brown on the death of her husband on January 10.

Congratulations to Phoebe Field who celebrated her 30 years with the Company on January 11. A luncheon was held in Phoebe's honour by the girls of 36 Department and a presentation was made.

On January 15 a presentation of a leather brief case was made to Isaac Kilpatrick, of 33 Department, by his friends in the Mail Order Linens and Bedding Department, on his departure for Toronto. Mr. Kilpatrick was a member of Department 36 for many years and we wish him and Mrs. Kilpatrick every success and happiness in the east.

### M.O. Watch Repair—By M. Hoover

Congratulations to Mr. and Mrs. Henry Street who now have a baby boy. The young man whose name is Phillip D'Arcy, was born December 23.

Best wishes for continued happiness were extended to Mrs. Tom Ormshaw who left December 30 to take up full-time housekeeping duties. The department presented Ella with a lovely leather bag.

Sorry to report that Mrs. C. Ridgedale (Dorothy) is still confined to her home. Glad to learn that she is progressing favourably. Hope that you will soon be back with us, Dorothy.

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## SEVENTH FLOOR

### M.O. Sporting Goods

We are sorry to report that Ronnie Ford fell and broke his knee over the holidays but is now home from the hospital and we hope to see him soon.

Rod Murray was up to see the gang before he went to Victoria for a long rest, and he hopes to be back with us come next summer.

We are also sorry to report that Jimmy Carson is sick but hopes to be back at his desk in February.

We are also sorry to report that Herb Oliver is going into the hospital. We sincerely hope that he will soon be back with us.

### Juveniles—By Edith Wells

Congratulations were bestowed upon Mr. Wilfred Young on his 30 years' service with the Company on November 4. He was presented with an electric drill from the staff, also gifts and best wishes from his many friends. A few friends held a surprise party at the home of Mr. and Mrs. Young and presented Mr. Young with a lighter.

Glad to hear Phyllis Mattson is coming along well after her recent operation. Hope to be seeing you soon, Phil!

We're very happy to have Kay Fawns and Germaine Marion back to work after their recent operations.

#### **M.O. Budget Plan—By P. Young**

On December 29 a small party was held at the Norwood Credit Hall. Dancing was the main event of the evening and refreshments were served. An enjoyable time was had by all.

Congratulations to Mr. and Mrs. G. Hendrickson, the proud parents of little David Ross who arrived November 16. A brother for Raymond.

Best wishes go to Clarice Baldwinson who became engaged to Allan Nelson on December 19.

Congratulations to Marilyn Holland who is wearing a lovely diamond on that all-important finger.

Our sincere sympathy goes to Lillian and Max Smith on their recent loss of her brother. Also our deepest sympathy is extended to Peggy Leech on the loss of her mother.

#### **M.O. Lingerie—By Bea Nash**

Cupid has been busy around here lately and we have three new engagements to report. First, June Spelchak—the lucky man is Bill Uswak. Next, Marian Waldie came in wearing a beautiful diamond—her fiancé is Jake Wiebe, and Jean Puxty made it three in a row with the diamond ring Mr. Sam Poole placed on that all-important finger. Our congratulations and best wishes to all of you.

\* \* \*

### **EIGHTH FLOOR**

#### **M.O. Exchanges—By M. Davies**

On December 24 the exchange staff assembled to extend best wishes to the bride of the month, our very charming Agnes Anderson, who was married to Norman Cowan on December 29 at Holy Trinity Church.

On leaving Agnes was presented with a bed throw, gift of the department staff. Gudrun and Mona, joint hostesses entertained at a shower in Agnes' honour. A presentation of a breakfast set and table cloth was made. It was a delightful evening, girls, and we enjoyed every minute of it.

Congratulations to Mr. and Mrs. Leo Fontaine on the birth of a baby boy, Richard Allan. Leo was presented with a silver cup, our gift to baby Richard.

Our sincere sympathy is extended to Mabel Springett, also to Jessie Vipond, in their recent bereavements.

#### **M.O. Complaints—By J. Baynes**

Christmas is only a happy memory, now, but amongst the memories we place the Christmas party held Saturday, December 12, at the gaily decorated Native Sons' Hall, St. Boniface, by members of Departments 117, 118 and 118A. Dancing and Christmas favours featured a thoroughly happy evening which everyone voted a great success. A hearty thanks to all who worked so hard to contribute to this enjoyable evening.

We were sorry to know of Jackie Hudson's operation but glad to hear she is very much improved. Hurry up and be with us soon, Jackie, we all miss you.

One of our members, Marian Sadler, went all the way over to France to be married to Michel Meyer. She left us December 27. On leaving, Marian was the recipient of linen, table cloth and tea towels from the department. Bon voyage and happy landings, Marian.

Stars were sparkling on Christmas trees but none shone brighter than the diamonds on the fingers of Dorothy Brennan, Joan Sherman and Helen Hendry.

All our best wishes for their future happiness.

#### **M.O. Photo Workroom—By S. Sapiak**

Although very sorry to see Mr. F. Eades leave us to join the Employment Office staff, we would nevertheless like to congratulate him on his appointment as head of that department. As a memento of this occasion Mr. Eades was presented with a three-piece pen and pencil set.

We would also like, at this time, to extend our best wishes to Mr. B. Hill who has taken over the management of our department.

And to Mr. and Mrs. J. Russell we wish happiness on the birth of their 8-lb. son, John, who came via the "Stork" to Misericordia Hospital on December 6.

#### **M.O. Copying—By M. Shepherd**

Walter Bell, head of department, was presented with an eight-day travel clock from the department when he celebrated his 35th anniversary with the Company on December 17. He received many other useful gifts for his varied hobbies from the girls.

Congratulations to the following girls who received lovely diamonds for Christmas. They are Anita Carriere from Bob Peacock, Marge Sisvick from Norman Chernie and Steffie Halaiko from Ron Elsasser.

We're glad to have Kathy Polistchuk back after her recent operation, and Grace Saunders from her illness.

Lin Morin was presented with a satin bed spread and a table cloth when she left the department to become the bride of Ted Campeau on December 28 at Sacred Heart Church.

We extend our sympathy to Ann Zuk in the recent loss of her mother, and to Ruth Mitchell in the loss of her father.

The New Year brought a lovely diamond to Betty Sotolov from Leslie Riskin, and to Valmarie Weston from Bill Gillespie. Congratulations to you all.

#### **M.O. Cashiers—By Elsie Norton**

Congratulations and best wishes were extended to Mr. E. Wall on January 4, the occasion being his 30th anniversary with the Company. Mr. Wall received a radio and many other gifts from the department.

Best wishes to three of our girls who received lovely diamonds. Angeline Bucko from Joe Jaworsky, Olga Loyuk from Walter Stackwi and Mary Miller from Walter Bohart.

We're glad to have Marie Friesen back after her recent illness.

#### **M.O. Correspondence—By Dorothy Marchand**

We would all like to extend our best wishes to Miss June de Gagne on her engagement, January 5, to Mr. Dennis Federowich. Congratulations are due you, Den, and to June—good luck, may all your troubles be little ones.

#### **M.O. Correspondence—By June de Gagne**

117'ers are very happy to announce the engagement of little Miss Marge Zelinsky, one of our newer members, to Mr. Steve Lopashansky. Very best wishes to you, Marge, and congratulations, Steve, on your fine choice.

#### **M.O. Enquiry, Salesroom and Catalogue Distribution—By J. Greenwood**

Could be our girls are playing hard to get. There is a noticeable shortage of diamonds lately considering the size of our departments. However, we wish to congratulate Pat Burrows, Estelle Richards, Joan Edmonds and Margaret Kincaid who have each accepted a ring within the past two months.

At time of writing, Anne Nadeau, Margaret Kincaid and Mary Sadler are in hospital. We certainly hope that they will be back on their feet real soon.

Pearl Chapman has returned to the fold after quite a serious illness and we are pleased to see her looking so well.



# CONTACTS

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Editor: JIM PAUL

The girls in 167 are busy as beavers these days preparing for the mailing of our Spring and Summer Catalogue. There is so much to be done in a short space of time. The mailing list must be carefully checked to insure that every customer receives a catalogue. The three wrapper machines are slapping away, cutting each wrapper to the correct length and printing the customer's name and address, postage permit and ad. on the wrapper.—Not a big job? We cover western Canada from western Ontario to the Yukon.

\* \* \*

## NINTH FLOOR

**M.O. Men's Furnishings—By D. Dee**

A farewell dinner honouring Mr. and Mrs. L. Cleve was held January 14 at the St. Charles Hotel by Department 28. Also attending were many friends from city departments. Mr. Cleve has been appointed senior buyer, Mail Order Men's Furnishings.

Mr. George Firth presided, and as a parting gift from the staff, presented Mr. Cleve with an electric razor, also, as a special gift from the girls of the department, a presentation of a pen and pencil set and golf balls was made. Mr. Firth then extended sincere congratulations from all to Mr. Cleve on his appointment. Mrs. Cleve received a bouquet of red roses.

To make the evening one of happy memories, Mr. Roy Firth, with accompanist Mr. Vic Taylor, gave several fine vocal selections. Mr. and Mrs. Cleve will leave shortly to make their home in Toronto and with them go our very best wishes.

Congratulations to Beatrice Zurba who received one of those sparklers for Christmas. The lucky man is Mr. Bill Trowell.

**M.O. Notions—By H. Price**

Congratulations to Margaret Oulion and Jean Steciuk. Both these young ladies received that all-important diamond ring at Christmas.

Saturday, January 16, Departments 22 and 24 bid good-bye to our office girl, Carmel Weissig. Carmel is retiring to the life of married bliss. Mr. Marshall made the presentation for the departments and wished Carmel the best for the future. Many personal presents were in evidence.

## PRINTING PLANT

By M. Torrance

It was with regret that we received news of the passing of Mr. Shinewald on January 7 in Los Angeles where he lived in retirement. Sam had 34 years' service with the Company. He left Winnipeg November 4. We extend our deepest sympathy to Mrs. Shinewald and family.

We extend sincere sympathy to Mr. J. Bruhart in the loss of his father.

Congratulations are in order. James Donald, an 8-lb. 6-oz. baby boy, has come to reside at the home of Mr. and Mrs. T. Langton. Baby James was born December 17.

Mr. and Mrs. A. Sigurdson are proud to announce the birth of their baby girl, Carol Ann. This precious bundle weighed 7 lbs. 1 oz.

## RECENT APPOINTMENTS

(Continued from Page Sixteen)

### Calgary

Department C244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Furs and Western Fur Promotion:  
MR. E. J. WILSON, head of department.

### Saskatoon

Department S244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Furs and Western Fur Promotion:  
MR. A. V. ATTWOOD, head of department;  
MR. F. W. HARRINGTON, assistant.

Department S237 — Men's, Women's, Children's Shoes, Slippers, Rubbers, Winter Goods:  
MR. C. BEERLING, assistant.

### New Department Opened in Saskatoon

Department S212 — Drugs, Toiletries, Cameras, Books, Stationery and Candies:  
MR. G. M. BOMPAS, head of department;  
MR. C. CRANSTON, assistant.

Department S215 — Jewellery, Hollow-ware, Flat-ware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:  
MR. G. M. BOMPAS, head of department;  
MR. R. HENDERSON, assistant.

### Regina

Despatch—  
MR. A. BEAMISH, assistant. (This is in addition to his present duties in the Delivery Department.)

### Selkirk Order Office

MR. R. S. MORRISON, in charge.

### Fort Frances Order Office

MISS M. S. MORRISON, in charge.

### Red Lake Order Office

MRS. H. KERR, in charge.

### Edson Order Office

MRS. A. F. RUMPEL, in charge.

### Fernie Order Office

MISS V. A. CRUMLY, in charge.

## ALEXANDER AVENUE WAREHOUSE

**Box and Bag Factory—By N. Lemecha**

We are very sorry to hear of the passing of John Bull, a former employee. Our deepest sympathy goes to Mrs. Bull and family.

The staffs of departments 1747 and 1757 are very pleased that our supervisor, Mr. Clarke, is back at work.

We are glad to hear that Bill Hunt's mother has improved in health and hope that Marion Osadick's father and Ruth Ross's sister are feeling better.



# In Memoriam

"Why should I fear Death's call? Can there e'er be  
In life more beautiful adventure than  
To re-embark upon that unknown sea?"—James Terry White

## STANLEY HOURD

Popular member of the Mail Order Caretaking staff, Stanley Hourd, 47, passed away suddenly, Saturday, December 12, four days prior to his 25th wedding anniversary. Guest at a surprise party to celebrate this event, he was stricken with a fatal heart attack.

A native of Nottingham, England, Stanley had resided in Winnipeg almost all his life and had been in the Company employ since 1946. He is survived by his wife, three sons, a daughter, three brothers, two sisters and a grandchild. To them we offer our very deep sympathy in this sudden bereavement.

## WILLIAM "SCOTTY" ROBSON

En route to Australia on his quarter-century holiday where he planned to spend some time with members of his family in that country, "Scotty" Robson, Caretaking, passed away suddenly in Honolulu on December 13. Born in Ireland, he spent several years in Scotland before coming to Canada.

Survivors include his wife, daughter and two sons in Australia, and a son in Kenora, Ontario. We extend our sincere sympathy to them in their loss.

## RETIRED EATONIANS

We regret to report the passing of these former members of our staff,  
who had been enjoying their retirement.

MISS J. EGAN, formerly with Millinery Department.....	December 19
Mr. FRED BEAL, formerly Store superintendent.....	December 29
MR. S. SHINEWALD, formerly with Printing Plant.....	January 6
MRS. E. SNEAD, formerly with Women's Dresses.....	January 6
MR. G. GRIFFITH, formerly with Carpet Work-room.....	January 7

To the members of their families we extend sincere sympathy.

We extend sincere sympathy to those members of the staff who have  
lost someone dear to them during the past month.

### In the Loss of a Father

MRS. F. THOMPSON, M.O. Gloves and Hosiery	
MISS R. McBURNEY M.O. Prices and Inquiry	
MRS. D. ENGLISH.....	Grill Room
MISS E. MILLER.....	M.O. Sales Room
MR. W. SWAINSON.....	M.O. Packing
MR. B. WILSON Toys and Wheel Goods	
MR. J. BRUHART.....	Printing Plant
MR. E. BUTCHARD.....	M.O. Packing
MISS E. BERG.....	M.O. Cashiers
MR. J. GROVES.....	Men's Furnishings
MRS. L. ROPER.....	Men's Furnishings
MISS R. MITCHELL.....	M.O. Copying
MR. L. CARRIERE.....	M.O. Packing
MR. G. GRIFFITH.....	Time Office
MISS J. BENNETT.....	Ticket Writing
MISS V. TAYLOR.....	M.O. Men's Shoes
MISS F. PAGET.....	M.O. Men's Clothing
MR. J. W. BAKER Self-Serve Dresses, Coats and Furs	
MISS W. RUPPENTHAL.....	Electricals
<b>In the Loss of His Wife</b>	
MR. S. HOEY.....	Fire Protection
<b>In the Loss of a Sister</b>	
MISS H. KITTLE.....	M.O. Piece Goods

### In the Loss of a Mother

MR. R. EARLY.....	Elevators
MRS. I. JACKSON Employees' Cafeteria	
MRS. L. RICHARDSON.....	Hardware
MISS J. DEMERY.....	Misses' Dresses
MISS B. STOCKMAL Service Groceries	
MR. J. KEEDIAN Refrigerator Service and Repair	
MR. F. CALVERT.....	M.O. Packing
MISS A. ZUK.....	M.O. Copying
MR. D. LANGON.....	City Despatch
MRS. P. LEECH.....	M.O. Budget Plan
<b>In the Loss of a Brother</b>	
MR. T. WEBSTER.....	Infants' Goods
MR. F. HOURD.....	Stoves and Plumbing
MR. W. HODGSON.....	Service Meats
MISS Y. GREGOIRE.....	M.O. Sales Room
MRS. L. SMITH.....	M.O. Budget Plan
MISS T. DENNISON.....	City Inspectors
MRS. M. SPRINGETT M.O. Exchanges	
MISS O. HOLYK.....	Foodateria Groceries
<b>In the Loss of Her Husband</b>	
MRS. J. VIPOND.....	M.O. Exchanges
MRS. M. BROWN M.O. Linens and Staples	

# BIG WEEK

AT EATON'S

Feb. 8<sup>th</sup> to 13<sup>th</sup> (inclusive)

SPECIAL VALUES

STORE ATTRACTIONS

Semi-Annual SALE  
FURNITURE & HOUSEFURNISHINGS

